

What is claimed is:

- 1 1. A system for developing customer relationships with readers/viewers of a
2 media for relating a story having a title, a body, an end, and dramatically created points of
3 interest interspersed throughout the body, wherein the system comprises:
 - 4 (a) the media;
 - 5 (b) a media storage device, the media being stored therein; and
 - 6 (c) a customer relationship management module (CRMM);
7 wherein the media has at least one contact aid encoded in the body of the story,
8 proximate a point of interest; wherein, upon a user selection, the contact aid aids in
9 establishing a channel of communication from which the reader/viewer can interact with
10 the customer relationship management module (CRMM) regarding the point of interest,
11 the CRMM capturing information about the reader/viewer and analyzing the captured
12 information, serving up appropriate portions of supplemental data to the reader/viewer;
13 wherein, the contact mechanism is associated with an author or a character of the story.

- 1 2. The system of claim 1, wherein the contact mechanism is selected from a group of
2 contact mechanisms, including a character-specific postal address, telephone number,
3 email, SMS, chat room address, IP address, web page address, activatable mailto
4 hyperlink and hypertext link to a URL.

- 1 3. The system of claim 1, wherein the CRMM comprises at least a
2 customer profile capture module (CPCM) for capturing information about the
3 reader/viewer;
4 a processor which analyses the captured information, identifying supplemental
5 data in a supplemental database on which the supplemental data is stored; and

6 a server which serves up the supplemental data to the reader/viewer.

1 4. A media for relating a story having a title, a body, an end, and dramatically created
2 points of interest interspersed throughout the body, wherein the media comprises at least
3 one contact aid encoded in the body of the story, proximate a point of interest, wherein,
4 upon a user selection, the contact aid aids in establishing a channel of communication
5 from which the reader/viewer can interact with a customer relationship management
6 module (CRMM) regarding the point of interest, the CRMM capturing information about
7 the reader/viewer and analyzing the captured information, serving up appropriate portions
8 of supplemental data to the reader/viewer; wherein, the contact mechanism is associated
9 with an author or a character of the story.

1 5. The media of claim 4, wherein the contact mechanism is selected from a group of
2 contact mechanisms, including a character-specific postal address, telephone number,
3 email, SMS, chat room address, IP address, web page address, activatable mailto
4 hyperlink and hypertext link to a URL.

1 6. A method of determining points of insertion of E-interaction points in a media, the
2 method comprised of the steps of:

3 (a) screening the media in front of at least one test subject instructed to identify
4 points of interest in the media;

5 (b) soliciting inputs of the at least one test subject in association with points of
6 interest; and

7 (c) analyzing inputs to identify points of interest suitable for E-interaction points.

- 1 7. A method of setting up a Customer Relations Management Module for selling products
2 using E-interaction points in a media, the method comprised of the steps of:
3 (a) screening the media in front of at least one test subject instructed to identify
4 points of interest in the media;
5 (b) soliciting inputs of the at least one test subject in association with points of
6 interest;
7 (c) analyzing inputs to identify points of interest suitable for E-interaction points;
8 (d) inserting E-interaction points within the media, proximate these points of
9 interest; and
10 (e).configuring a Customer Relations Management module so as to interact with an
11 anticipated reader/viewer in response to identified needs/interests so as to improve sales
12 of the products.